



June 11, 2025

'BORN TO BE VIRAL: THE REAL LIVES OF KIDFLUENCERS' TO PREMIERE ON HULU AND FREEFORM

Official Trailer Features an Inside Look at the Fisher and McClure Families

Episodes Air Weekly on Freeform Starting Monday, June 23

All Episodes Begin Streaming Tuesday, July 8, on Hulu



Freeform*

OFFICIAL TRAILER: [HERE](#)

KEY ART: [HERE](#)

- Today, Hulu and Freeform announced the new docuseries “Born to be Viral: The Real Lives of Kidfluencers” and revealed the official trailer. The series will debut on Freeform with a two-episode premiere **Monday, June 23, at 10:00 p.m. EDT**. The full, six-episode docuseries will be available to stream **Tuesday, July 8**, on [Hulu](#).
- From ABC News Studios, “Born to be Viral: The Real Lives of Kidfluencers” follows the first generation of kids raised in the social media spotlight—their entire lives broadcast to millions, with the lucky few earning millions of dollars. Shot over five years, with exclusive access to top creators, this series pulls back the curtain on the real lives of kid influencers and their families. How far will the pursuit of likes and followers push these families? And when these kids grow up, will it have been worth it?
- The docuseries explores the lives of Mormon OG family vloggers [The Fisher Family](#), [The McClure Family](#) and their Forbes Top Kidfluencer twins, Ava and Alexis, kidfluencer powerhouse [Like Nastya](#), and novice kid influencer Ethan Rodriguez.

- Series director Ines Novačić said, “From the moment I stepped into these families’ homes six years ago and saw toddlers unfazed by my camera, I knew this wasn’t just a story about social media. It was a seismic shift in how we raise children, and how they come to understand their own value in a world that rewards visibility. This series follows parents as they navigate what it means to raise kids in a world where being seen and ‘liked’ can lead to real income and fame but also brings pressure, judgment, and tough decisions.”
- Hulu and Freeform’s “Born to be Viral: The Real Lives of Kidfluencers” is produced by ABC News Studios in association with Night Owl Pictures and Kickstream Productions. The docuseries is directed and executive produced by Ines Novačić. Igal Svet is executive producer for Night Owl Pictures. David Sloan is senior executive producer, and Claire Weinraub and Jennifer Joseph are executive producers. Chris Donovan is executive editorial producer. Jake Lefferman and Megan Isenstadt are supervising producers.

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Hashtag: #BornToBeViral

MEDIA CONTACTS

Freeform Media Relations

Leah Palacios | leah.palacios@disney.com

Syd Jean | syd.jean@disney.com

ABC News Media Relations

Lauri Hogan | lauri.l.hogan@abc.com

Sydney Tretter Wolfish | sydney.tretter@abc.com

Sarah Jautz | sarah.jautz@abc.com

-- Freeform --